Rep Order# 6842087 Ver# 1 Status New Traffic Order# EC'd Yes

Printed: 08/17/2012 3:20 PM Last Received: 08/16/2012 2:38 PM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station

) .HORSFORD FOR CONGRE Advertiser (

HORSFORD 4 CONGRESS Product

Estimate# 1609

Buyer JESSE DEMASTRIE

Phone# Fax#

) GMMB Agency 3050 K ST NW

WASHINGTON, DC 20007 115/122/1609

Agency C/P1/P2/E Flight Dates 09/11/2012 - 09/17/2012

Hiatus Weeks

Rep Firm

) PHILADELPHIA Sales Office (Salesperson () AMY MCCREARY

1 of 4

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

THANKS

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER **HORSFORD FOR CONGRESS** TOTAL = \$11,690PLS. CONF. ASAP

THERESA FOR AMY

LT 	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F Buyli	5A-6A ine Comment	: NEWS	:30	\$90.00	09/11-09/14	2	1	2	\$180.00	
	2	TU-F Buyli	6A-7A ine Comment	: NEWS	:30	\$175.00	09/11-09/14	2	1	2	\$350.00	
	3	M Buyli	6A-7A ine Comment	: NEWS	:30	\$175.00	09/17-09/17	1	1	1	\$175.00	
	4	TU-F Buyli	7A-9A ine Comment	: TODAY SHOW	:30	\$200.00	09/11-09/14	2	1	2	\$400.00	
	5	M Buyli	7A-9A ine Comment	: TODAY SHOW	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	6	SU Buyli	8A-9A ine Comment	: MEET THE PRESS	:30	\$1,300.00	09/16-09/16	1	1	1	\$1,300.00	
	7	SU Buyli	930A-10A ine Comment	: CHRIS MATHEWS	:30	\$135.00	09/16-09/16	1	1	1	\$135.00	

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Advertiser Product Estimate#	HORSFORD 4 CONGRESS			Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 115/122/1609				Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY				
Buyer Phone# Fax#				Flight Dates Hiatus Weeks	09/11	09/11/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845	
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
8	TU-F	9A-10A ne Comment	: TODAY SHOW II		:30	\$95.00	09/11-09/14	2	1	2	\$190.00	
9	TU-F Buyli	11A-12P ne Comment	: RACHEL RAY		:30	\$80.00	09/11-09/14	2	1	2	\$160.00	
10	TU-F Buyli	12P-1230I ne Comment			:30	\$125.00	09/11-09/14	2	1	2	\$250.00	
11	TU-F Buyli	1230P-1P	: AGENDA		:30	\$100.00	09/11-09/14	2	1	2	\$200.00	
12	M Buyli	3P-4P ne Comment	: DR. PHIL		:30	\$150.00	09/17-09/17	1	1	1	\$150.00	
13	M Buyli	4P-430P ne Comment	: NEWS		:30	\$145.00	09/17-09/17	1	1	1	\$145.00	
14	TU-F Buyli	430P-5P ne Comment	: NEWS		:30	\$175.00	09/11-09/14	1	1	1	\$175.00	
15	TU-F Buyli	5P-630P ne Comment	: NEWS		:30	\$250.00	09/11-09/14	2	1	2	\$500.00	
16	TU-F Buyli	630P-7P ne Comment	: JEOPARDY		:30	\$230.00	09/11-09/14	2	1	2	\$460.00	
17	TU-F Buyli	7P-730P ne Comment	: WHEEL		:30	\$230.00	09/11-09/14	2	1	2	\$460.00	
18	TU-F Buyli	730P-8P ne Comment	: FACE TO FACE		:30	\$125.00	09/11-09/14	2	1	2	\$250.00	

Ec u Tes					Showing Buylines: All Lines								
Station F Advertiser Product Estimate# Buyer Phone# Fax#		KSNV-TV LAS VEGAS, NV. ().HORSFORD FOR CONGRE HORSFORD 4 CONGRESS 1609 JESSE DEMASTRIE			Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 115/122/1609				Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY				
					Flight Dates Hiatus Weeks	09/11/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	SA	730P-8P			:30	\$100.00	09/15-09/15	1	1	1	\$100.00	
	20	M Buy	8P-10P rline Commen	t: THE VOICE		:30	\$1,100.00	09/17-09/17	1	1	1	\$1,100.00	
	21	SU Buy	530P-83	0P t: SUN NIGHT FTBL		:30	\$4,000.00	09/16-09/16	1	1	1	\$4,000.00	
	22	TU-F Buy	11P-113			:30	\$255.00	09/11-09/14	2	1	2	\$510.00	
	23	TU-F Buy	1135P- 1235A rline Commen	t: TONIGHT SHOW		:30	\$110.00	09/11-09/14	1	1	1	\$110.00	
	24	M Buy	1135P- 1235A rline Commen	t: TONIGHT SHOW		:30	\$110.00	09/17-09/17	1	1	1	\$110.00	
	25	TU-F	10A-11A			:30	\$80.00	09/11-09/14	1	1	1	\$80.00	

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Traffic Order#

---REPORT TOTALS---

Rep Order#

EC'd Yes

6842087

Ver# 1

Buyline Comment: TODAY SHOW III

Status New

Report Totals: 37 / \$11,690.00

---SALES MONTHLY TOTALS---

Sep 12: 37 / \$11,690.00
Sales Totals: 37 / \$11,690.00
Station Totals: 37 / \$11,690.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 6842087 **Ver#** 1 Status New Traffic Order# **Printed:** 08/17/2012 3:20 PM EC'd Yes Last Received: 08/16/2012 2:38 PM **Showing Buylines:** All Lines KSNV-TV LAS VEGAS, NV.) GMMB Rep Firm Station Agency 3050 K ST NW Advertiser () .HORSFORD FOR CONGRE Sales Office (WASHINGTON, DC 20007 **Product HORSFORD 4 CONGRESS** Salesperson (115/122/1609 Estimate# 1609 Agency C/P1/P2/E **Buyer** JESSE DEMASTRIE Flight Dates 09/11/2012 - 09/17/2012 Salesperson Phone# Phone# **Hiatus Weeks** Salesperson FAX# Fax# ---COMPETITIVE---Market Totals \$37,710 0 % KBLR 0% KINC 0 % CATV KLAS KTNV 16% KTUD 1% KVCW 4% KVMY XXXX 0 %

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) PHILADELPHIA

) AMY MCCREARY

215-568-6540

215-568-1845

KSNV

KVVU

31%

18%

26%

4%

--- COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12 RA35+ Demos

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE